

fullstory +  **Lucky**
VITAMIN

LuckyVitamin Leverages FullStory to Break Down Data Silos and Reduce Time to Resolution by 20%

CUSTOMER STORY





ABOUT

- **Industry:** Retail / ecommerce
- **Company Size:** Medium Enterprise
- **Use cases:** Prioritize Product Fixes; Reduce Time to Resolution; Break Down Silos

Originally a family-run pharmacy and health foods store, LuckyVitamin is a leading online retailer of health and wellness products. They offer a wide variety of affordable, natural products ranging from gluten free grains to natural deodorant and, of course, vitamins. Because LuckyVitamin operates exclusively online and through their subscription base, they rely on FullStory to help deliver a best in class digital experience for their shoppers.

“The thing that sold us on FullStory is the ability to break down the silos that we naturally create in the company. Customers are not just in email, or on the web, or in other market places, it’s an entire ecosystem they are consuming. Getting a unified set of data is extremely important. Everyone can talk about the customer experience and success, but using similar metrics is so important to be able to share that story correctly.”

Vishal Arora
DIRECTOR, DIGITAL PRODUCT & UX,
LUCKYVITAMIN

LUCKYVITAMIN BREAKS DOWN DATA SILOS WITH FULLSTORY TO DELIVER BEST IN CLASS OMNICHANNEL EXPERIENCE

Getting teams on the same page with a shared customer data set via FullStory

Teams at LuckyVitamin were working from a variety of different data sources to try to improve the digital customer experience. The product team had unique tools to measure experience, support had their own data, marketing used different tools to measure conversions, and so on. But the organization knew that to make seamless improvements across the entire digital customer journey, they needed to operate from a shared set of customer data. With FullStory, teams now have access to a single source of truth about the customer’s digital experience, which allows for clear communication, less back-and-forth, more efficiency—and ultimately, a seamless experience for customers across touch points.

Contextualizing and prioritizing the most impactful product fixes and improvements with FullStory

Before FullStory, the LuckyVitamin product team had tools that alerted them to errors on their site, but they had no real way of understanding what users were actually experiencing or how large the impact of the error was. Today, they are able to build out segments in FullStory to monitor their most important user flows for errors. FullStory provides much needed context to these issues via session replay. The team is also able to evaluate the business impact of these errors, attributing dollars lost to each bug. This helps them prioritize the most important issues and lessen some of the noise from lower impact bugs.

Reducing time to error resolution with additional context from FullStory

With FullStory’s Session Replay and Dev Tools, LuckVitamin’s product, support, and development teams can get complete context around any bugs or errors users are experiencing. They are able to quickly diagnose the root cause of the issue and—with additional diagnostics such as the user’s geographic location, device type, and more—reproduce the bug to ensure a correct fix. What previously took days to solve can now be solved in a matter of hours.

RESULTS

20%

reduction in time to
error resolution

5

LuckyVitamin teams now using
one unified customer data set

1

seamless digital customer journey

fullstory